

WHAT IS CLAIMED IS:

1. An information recording device for recording received information, comprising:

5        a record executing unit inserting advertisement information into the information in accordance with a piece of instruction information indicating whether the advertisement information is inserted into the information or not, and recording the information on  
10      recording unit.

2. An information recording device according to claim 1, further comprising an instruction information generating unit generating the  
15      instruction information.

3. An information recording device according to claim 1, further comprising a notifying unit notifying an advertisement information management  
20      device for managing a user that the advertisement information has been inserted into the information and recorded on said recording unit.

4. An advertisement information management  
25      device comprising:  
                a receiving unit receiving, from an information recording device used by a user, a notification

showing that advertisement information has been inserted into information stored on said information recording device and thus recorded; and

an advertisement information management unit

5 updating data about the advertisement information on the basis of a content of the notification.

5. An advertisement information management device according to claim 4, further comprising:

10 an instruction information generating unit generating instruction information indicating whether or not the advertisement information is inserted into the information; and

an instruction information transmitting unit

15 transmitting the instruction information to said information recording device used by the user.

6. An information recording method of recording received information, the method comprising:

20 inserting advertisement information into the information in accordance with a piece of instruction information indicating whether the advertisement information is inserted into the information or not;

information is inserted into the information or not;

and

25 recording the information on a recording unit.

7. An information recording method according to

claim 6, further comprising generating the instruction information.

8. An information recording method according to  
5 claim 6, further comprising notifying an advertisement information management device for managing a user that the advertisement information has been inserted into the information and recorded on said recording unit.

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9. An advertisement information management method comprising:

receiving, from an information recording device used by a user, a notification showing that  
15 advertisement information has been inserted into information stored on said information recording device and thus recorded; and  
updating data about the advertisement information on the basis of a content of the  
20 notification.

10. An advertisement information management method according to claim 9, further comprising:  
generating instruction information indicating  
25 whether or not the advertisement information is inserted into the information; and  
transmitting the instruction information to

said information recording device used by the user.

11. An information recording program for making  
a computer for recording received information,  
5 function as:

record executing unit inserting advertisement  
information into the information in accordance with a  
piece of instruction information indicating whether  
the advertisement information is inserted into the  
10 information or not, and for recording the information  
on recording unit.

12. An information recording program according  
to claim 11, wherein said computer is made to  
15 function as instruction information generating unit  
generating the instruction information.

13. An information recording program according  
to claim 11, wherein said computer is made to  
20 function as notifying unit notifying an advertisement  
information management device for managing a user  
that the advertisement information has been inserted  
into the information and recorded on said recording  
unit.

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14. An advertisement information management  
program for making a computer function as:

receiving unit receiving, from an information recording device used by a user, a notification showing that advertisement information has been inserted into information stored on said information recording device and thus recorded; and  
5 advertisement information management unit updating data about the advertisement information on the basis of a content of the notification.

10 15. An advertisement information management program according to claim 14, wherein said computer is made to function as:

instruction information generating unit generating instruction information indicating whether 15 or not the advertisement information is inserted into the information; and

instruction information transmitting unit transmitting the instruction information to said information recording device used by the user.

20 16. An advertisement information management system comprising:

an information recording device including:  
record executing unit inserting advertisement 25 information into information and thus recording the information on recording unit recording the information in accordance with instruction

information indicating whether or not the advertisement information is inserted into the information; and notifying unit notifying an advertisement information management device for

5 managing a user that the advertisement information has been inserted into the information and thus recorded on said recording unit; and

an advertisement information management device including: receiving unit receiving the notification;

10 and advertisement information management unit updating data bout the advertisement information on the basis of a content of the notification.

17. An advertisement information management system according to claim 16, wherein said information recording device further includes instruction information generating unit generating the instruction information.

20 18. An advertisement information management system according to claim 16, wherein said advertisement information management device further includes instruction information generating unit generating the instruction information.